LEO BURNETT U.S.A.
Ad No. 1496R1-(NOTHING HALFWAY REV.)-Req. No. 79468-1 page-4/color-(9 3/4x11 1/4 inches)-Supplements
1981

Nothing Halfway About It.

MERIT proven to equal the taste of leading cigarettes having up to twice the tar.

The cigarette that changed two million minds. The one that rewrote the book on cigarette-making.

The MERIT cigarette. Made by actually boosting the taste you get out of smoking. Boosting taste to equal leading cigarettes having up to twice the tar.

MERIT. The 'Enriched Flavor' cigarette. There's nothing halfway about it.

MERIT

Kings & 100's

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 7 mg "tar," 0.5 mg nicotine—100's Reg: 10 mg "tar," 0.7 mg nicotine—100's Men: 8 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report Dec.'81

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